

Abstract

The bachelor's thesis „Extent and use of advertisement on TV (permission of product placement from June 1st, 2010)“ focuses on the change in Czech television production, caused by adoption of amendment to the law, which allows the use of product placement as a way of commercial communication and ranks it among the commercial TV products. The thesis briefly describes the evolution of product placement from the historical beginnings, through the success in motion pictures to the permission in TV broadcasting. It also describes the Czech Broadcasting Act and the interpretation of this law by the Czech Radio and Television Broadcasting Council (RRTV), focuses in more detail on the situation in the Czech TV stations, on the manners of use of the product placement and possible benefits it may have comparing to classical TV commercial spots. The study compares public Czech TV to private TV Nova, shows the examples in TV programs, in which the products were placed. This thesis also presents the opinions of media experts, advertisers, ratings and interventions by RRTV and audience's opinions. The aim of the thesis was to find out and evaluate, whether the PP entered the TV programs successfully, if the expectations of advertisers and broadcasters were fulfilled and how it affects the viewers.